2020 Census
Program Management Review

2020 Census Program Review

March 28, 2014

**Burton Reist
Chief, 2020 Census Research and Planning Office
U.S. Census Bureau**

Welcome and Kickoff

Today's PMR

- High-level 2020 Program status report

- Targeted address canvassing research and Master Address File (MAF) Modeling and Testing, including an upcoming MAF Model Validation Test

- Self-response, nonresponse followup, and administrative records research

Welcome and Kickoff (cont.)

Today's PMR (cont.)

- High-level lifecycle schedule

- Systems-related work

- 2013 Census Test findings regarding how adaptive design and fixed field management approaches are performed

- Preparations for the 2014 Census Test

Welcome and Kickoff (Cont.)

Handouts

- Agenda

- Slides associated with today's presentations

- Program status slides for offline review

  - Compiled from the 2020 Census Monthly Status Reports

Welcome and Kickoff (Cont.)

Housekeeping Items

- Restrooms

- Emergency exits

- Reminder: Meeting is being broadcast internally via our E-TV. Consider all microphones live at all times when having sidebar conversations

- For questions, please remember to speak directly into the microphones for the benefit of other participants

- Lunch break
  - Approximately at noon
  - May be shortened if discussions take longer than planned

Welcome and Kickoff (Cont.)

Questions?

- Q&A encouraged, but a lot of information to convey today
- Due to time limitations, some questions may need to be addressed offline
- Responses will be sent to all participants

Email us – 20rpo.program.management@census.gov

- Send questions by April 18, 2014

Mark your calendars: Next PMR is planned for June 6, 2014

Program Review

2020 Program Management Staff

- **Associate Director for Decennial Census Programs** – Frank Vitrano

- **Assistant Director for Decennial Census Programs** – Lisa Blumerman

- **Chief of 2020 Research and Planning Office** – Burton Reist

- **Continual Address Frame Updating and Targeting** – Bob Colosi

- **Optimizing Self-Response** – Jennifer Reichert

- **Nonresponse Followup Including the Use of Administrative Records** – Kevin Deardorff

- **Field Automation and Operational Infrastructure** – Andrea Brinson

- **Systems Engineering and Integration** – Patty McGuire

- **Research and Testing Coordination** – Jill O'Brien

- **Decennial Program Information** – Jim Dinwiddie

- **Decennial Budget** – Mike Perez

- **Program Management** – Kim Higginbotham

High-level Update

- FY 14 and FY 15 budget status

- Status of FY 14 projects previously placed on hiatus due to FY 14 budget constraints

- New projects starting in FY 14

- Upcoming testing

- Life cycle cost estimating

- Recent decision regarding scheduling tool

- Field reengineering

Field Reengineering

Reengineer the approach and management of field enumeration by streamlining and automating operations and more efficiently planning and controlling field activities

- Manage cases with associated business rules and technology (e.g., use of automation and case routing)

- Determine the roles and responsibilities within the field structure

- Consolidate field operations (e.g., combined/reconceptualized operations and staff activities)

- Determine the appropriate structure for field operations (e.g., number and size of office and work force)

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Current Project Status

Project Placed on Hiatus at Start of FY14	Post FY14 Budget Allocation Status
3.104 Frame Extract Evaluation 3.105 MAF/TIGER Business Rules	Inactive. Scope to be subsumed by 3.102 Independent MAF Quality Assessment
4.106 Multi-mode Interface Study	Inactive. Original project scope currently under review
5.101 Coding and Editing	Inactive. NOTE: Imputation components of the research to be subsumed by 8.107 Administrative Records Modeling for NRFU
8.101 Improving Quality Control	Active
8.102 Administrative Records Fitness for Use	Inactive. Original project scope currently under review
8.104 Privacy and Confidentiality Study	Active
8.105 Matching Process Improvement	Inactive
8.108 Field Staff Training	Active
8.110 Virtual Office Computing Environment	Inactive

New FY14 Projects

New Projects for FY14	
3.104 Frame Extract Evaluation	Scope to be subsumed by 3.102 Independent MAF Quality Assessment – pending CR approval
3.105 MAF/TIGER Business Rules	
4.110 Special Populations Integration and Internal Controls	
4.108 Island Areas Integration and Internal Controls	
4.109 Puerto Rico Integration and Internal Controls	
4.131 2014 Census Test Implementation	
4.134 Nonresponse Follow-up Design and Operations	

Potential Cost Savings by Design Category

Potential cost of repeating the 2010 Census design

- $17.830 billion

Potential Cost of the 2020 Census after Design Changes

- $12.720 billion

Range of Potential Cost Savings

- $5.110 billion – $5.360 billion

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Potential Cost Savings by Design Category (cont.)

Census Design Categories

- Targeted Address Canvassing

- Field Reengineering Related to Address Canvassing

- Optimizing Self-Response: Internet, Data Capture, Printing, Postage

- Using Admin Records to Remove Vacants from Nonresponse Followup (NRFU) Workload

- Field Reengineering Related to NRFU Training, Supervisory Ratios

- Field Reengineering Related to NRFU Automation/No Paper

- Field Reengineering Related to Local Census Office Space and Staff

- NRFU Reengineering Related to Admin Records, Adaptive Design

- Eliminating Coverage Follow-Up and Vacant Delete Operations Using Admin Records

Conclusion